Stella Visual Cart

Merchandising Standards

Stella Visual Cart

Merchandising Standards Guide

Overview

The following areas will be addressed in this guide.

Stella Organization

- Who is Stella? 3
- Tips and Tricks 4
- Overview 5

Tools and Supplies To Store In Stella

- Signage 6
- Upper Deck 7-8
- Tools 9
- Adhesive 10
- Cables 11
- Watch Supply 12
- Bottom Cabinets 13

Resources

- Need Help? 14

Who is Stella?

Stella is your mobile platform to assist with any visual task.

Utilizing Stella

- Stella is a mobile tool, not intended for permanent BOH storage.
- Keep Stella in an accessible BOH location so that the Merchandising Team can easily obtain necessary tools on a daily basis.
- Bring Stella to the floor for complete access to all of your tools during visual moves and overnights. This makes it faster to grab and go, and put supplies back neatly as you work.

Follow Guide to Stay Efficient

- Follow this guide so that your team always knows where visual supplies are.
- Stella is intended only to hold the tools listed. Any items not in this guide are not approved to be used with elements and can damage product on the floor as well as the visual cart. Other items or tools should not be used by the Visual Team or stored in the Visual Cart.
- Reach out to storesupport@apple.com with any questions before changing any standards.

Stella Trouble?

- If you have any problems with Stella, such as damage, please reach out to Retail Supply - storesupport@apple.com - before resorting to an alternative storage method.

Tips and Tricks

Tips to keep your Stella looking great everyday.

Organization

- Use drawer dividers to help keep your tools organized, and follow this guide to keep everything in the proper place. This will save time and ensure global consistency.
- Tip: Retain packaging for smaller items - such as puck locators, docks, and small elements - to help with organization.

Cables

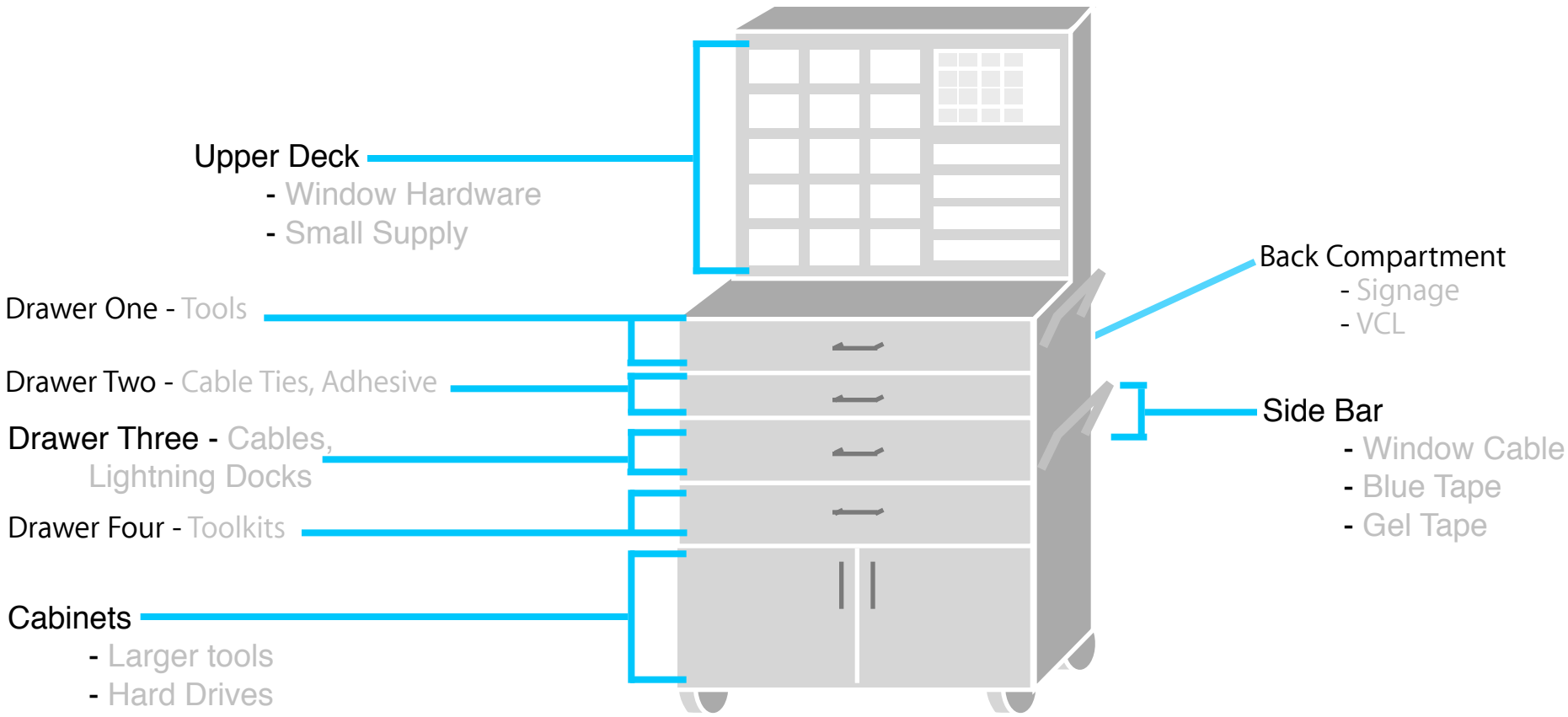
- Keep only the current cables in your visual cart, refer to the Visual Merchandising Catalog for the most up-to-date listing of cables and supplies.
- Only keep reasonable quantities of cables on hand. Refer to iPlano to view what cables you need.
- Tip: Know what you need and what supplies you go through by keeping a list of cable inventory.

Maintaining Your Visual Space

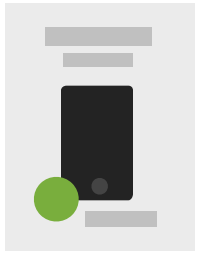
- Keep extra items that don't fit - such as excess cables, tools, acrylics, hardware - neatly organized in labeled bins in BOH. These items can be stored in your BOH racks or your Visual Closet in select stores.
- Tip: Ensure that only the most current items are being stored to maximize space. Reference the Visual Elements Catalog for a complete listing of current elements.

Organizing Stella

The following should be referenced when maintaining your Visual Cart.



Signs

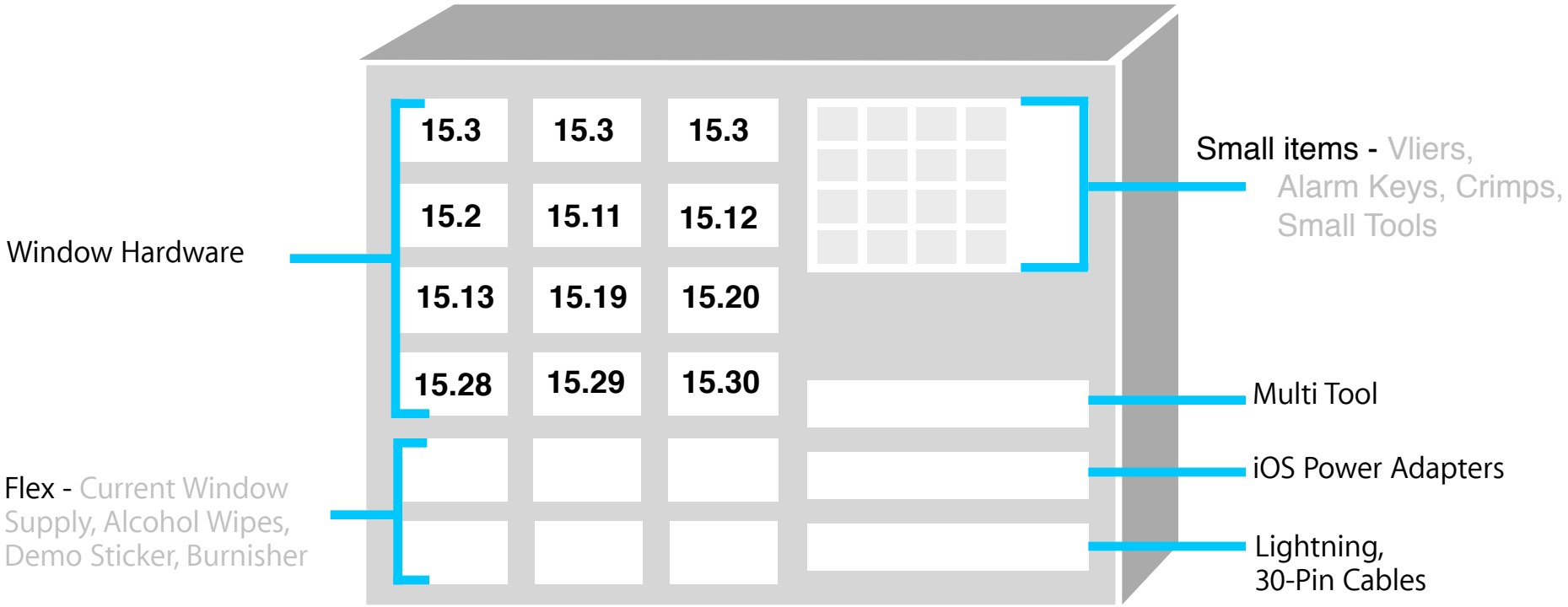


Name	Easel	Talkers	POS Signs	Product Signs
Quantity	Discard All	Discard All	Current Offering	Discard All

Destroy any signage that is not currently in use. Check RetailMe and iPlano for the most recent signage. Please direct all sign questions to storesupport@apple.com. All signs can be ordered through https://apple.mymarketingbench.com.

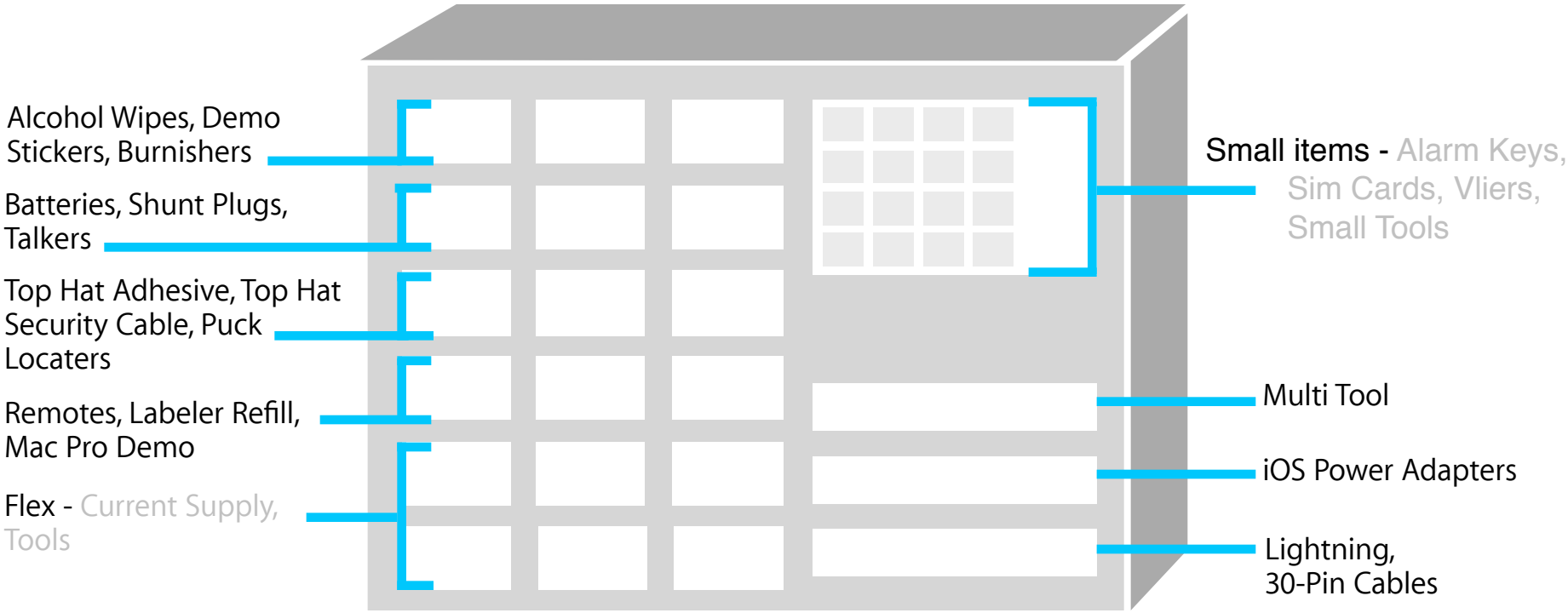
Upper Deck - Window Stores

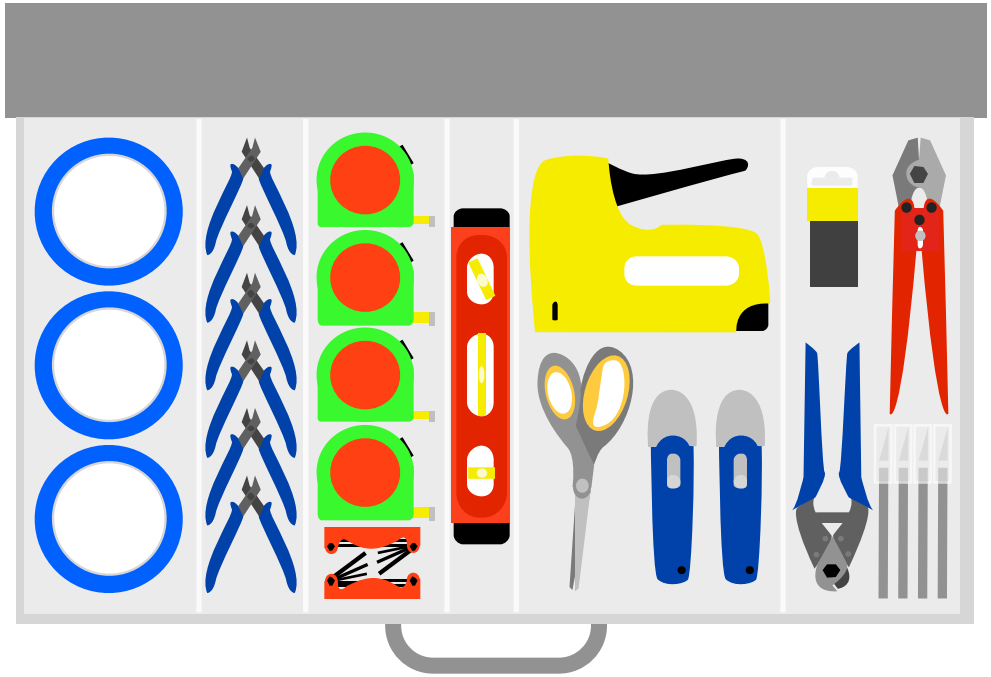
Reference the following diagram if your store has Window Displays.



Upper Deck - Non Window Stores

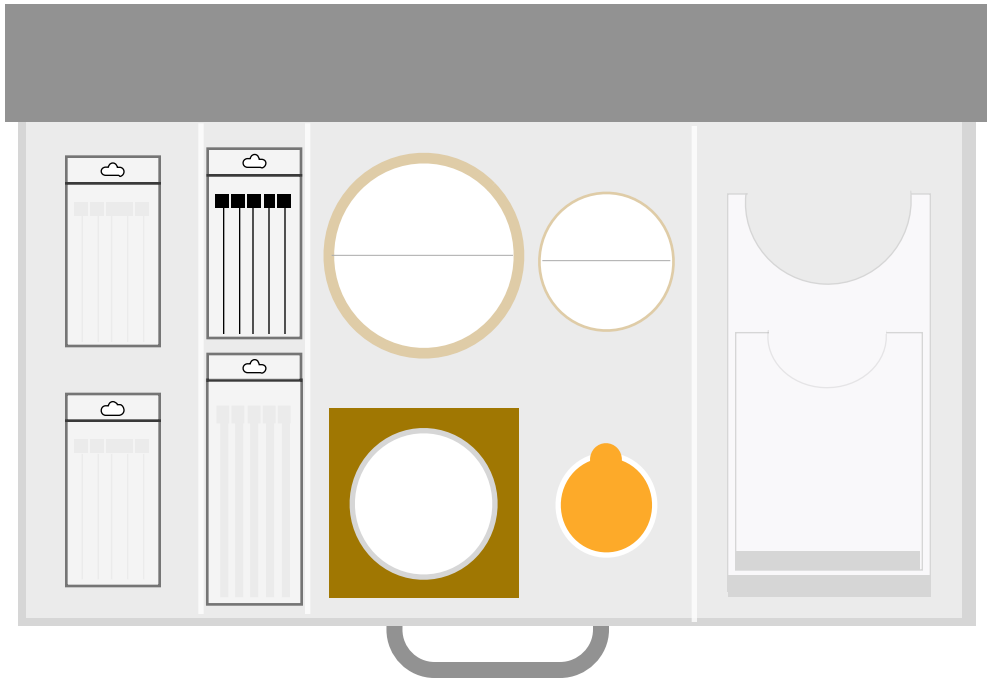
Reference the following diagram if your store does not have Window Displays.


Alcohol Wipes, Demo Stickers, Burnishers
Batteries, Shunt Plugs, Talkers
Top Hat Adhesive, Top Hat Security Cable, Puck Locaters
Remotes, Labeler Refill, Mac Pro Demo
Flex - Current Supply, Tools
Small items - Alarm Keys, Sim Cards, Vliers, Small Tools
Multi Tool
iOS Power Adapters
Lightning, 30-Pin Cables



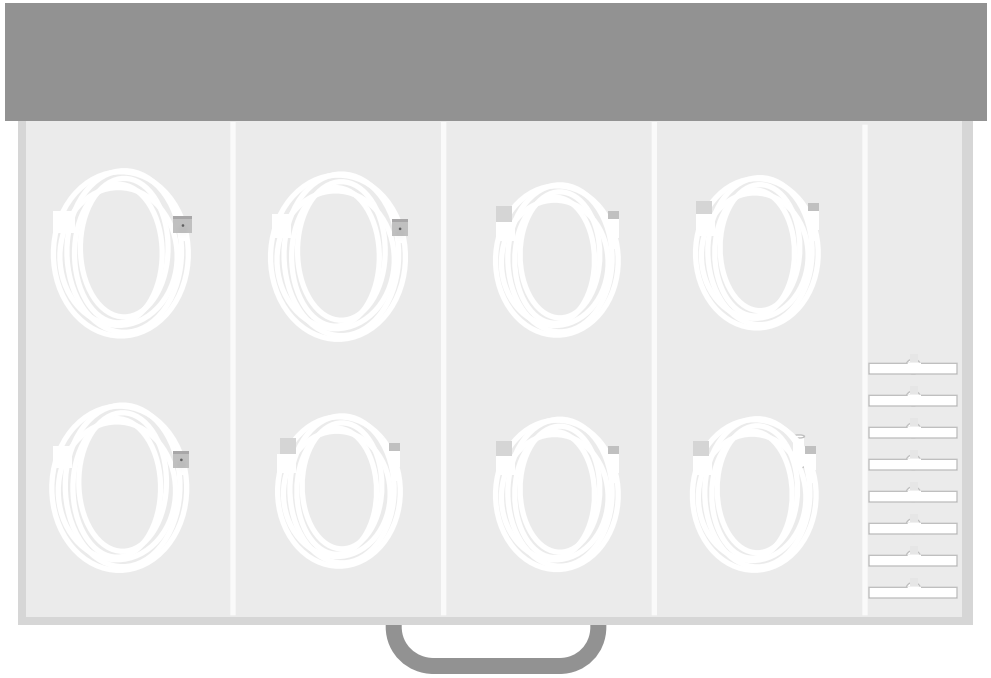
Drawer One - Tools

The top drawer should be used to organize tools. Utilize drawer separators to help maintain organization. Group and stack like tools to save space. Use the illustration as a reference, and flex as necessary with tools that you use most.



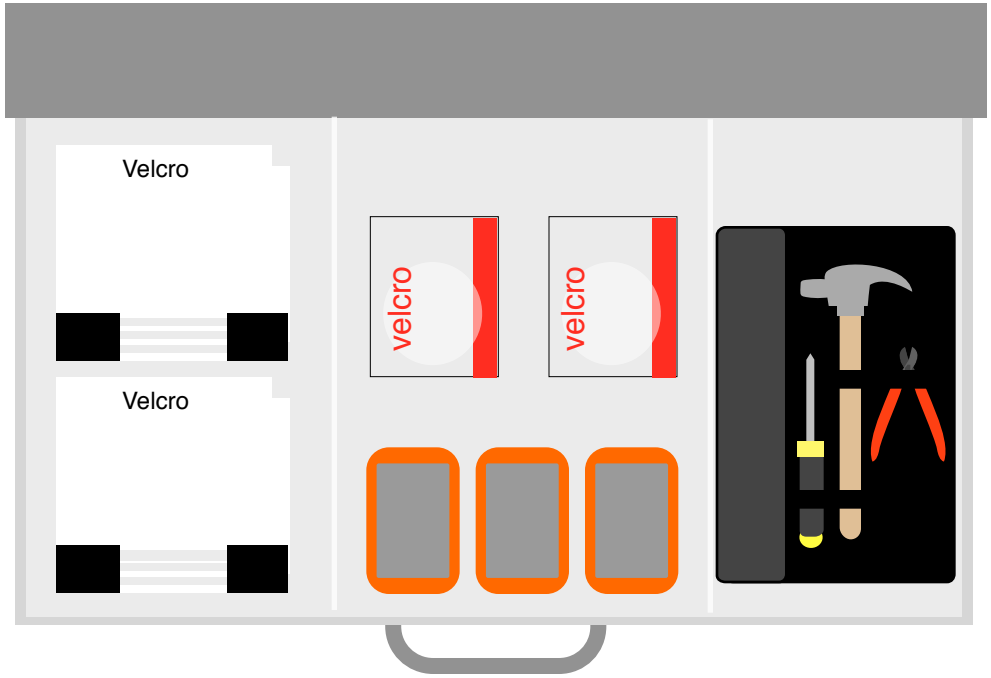
Drawer Two - Cable Ties, Adhesives

The second drawer should be used to organize adhesives and cable ties. You can also keep overflow tools and Puck Locators in this drawer. Use the illustration as a reference, and flex as necessary with items that you use most.



Drawer Three - Cables, Docks

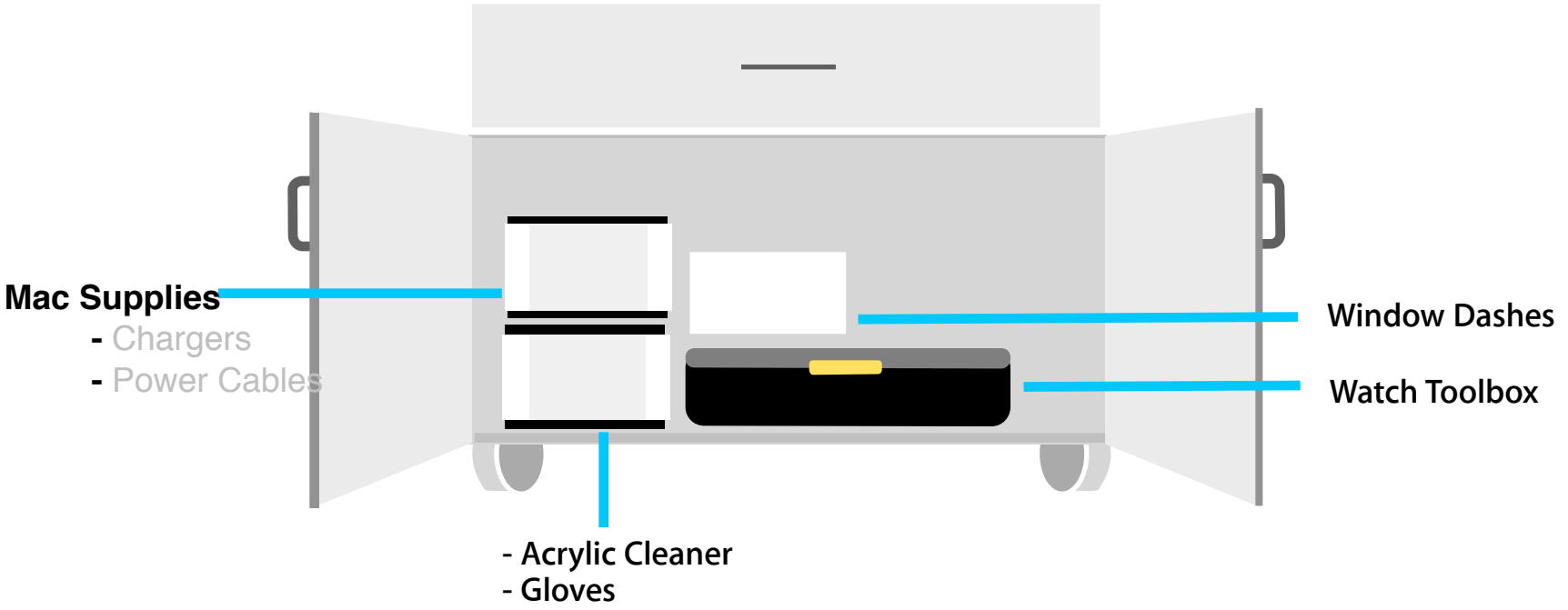
Group cables by type for easy access for the team. Please keep cables in their original packaging until used to keep from losing track of part numbers. If you have excessive amount of cables store the extra in plastic drawers in BOH or reach out to stores in need. Keep lightning docks on the right side of the drawer.



Drawer Four - Velcro, Hard Drives, Toolkit

Use Drawer four for velcro, hard drives, and tool kits. If you have an excessive amount of supplies, store the extra in plastic drawers in BOH.

Organizing Stella



Bottom Cabinets

The bottom cabinets of Stella can be for any excess supplies that do not fit in the upper drawers. Use plastic bins to help with organization, keep Acrylic Cleaner, Window Dashes, Macbook Chargers, Watch Toolbox and other supplies as needed.

Resources

Need Help?

Contacts

- Merchandising Mentors are store employees considered experts in all areas of Visual Merchandising. A list of Merchandising Mentors is available on RetailMe.
- To find a complete listing of the current elements to retain or recycle, refer to the Visual Merchandising Catalog on RetailMe.
- For all other questions, contact storesupport@apple.com